

Alsager Partnership (AP) Management Team Meeting

Tuesday 20th April 2021

Venue: ZOOM Conference

Attendees: John Poulson (JP), Kath Reader (KR), Shay Norman (SN), Lou Davis (LD), Arthur Harding (AH), Tony Collins (TC)

Apologies: June Buckley (JB)

Meeting commenced at 09:30 to 12:00

Item	Minute	Action	Owner	Completion Date
1.	Welcome and Apologies	Apologies from JB who is leaving us in May/June 2021 as the Cheshire East Rep to the AP Team		
2.	Previous Minutes	Reviewed and accepted. By John and Kath	Arthur	20/04/2021
3.	Matters Arising	The team acknowledged that AP would supply the Insurance cost for the Alsager Music Festival if the event was able under Covid to go ahead on 21 st August 2021	John	20/04/2021
4.	Any Conflicts of Interest	None at this time		
5.	Health & Safety	Arthur is looking at using an online accident book. Still outstanding	Arthur	Estimated June 2021
6.	Volunteers	Everyone to continue to collate Volunteer hours on a monthly basis and forward to Arthur or update the AP calendar yourselves. Please use the AP electronic calendar within the G-drive. If you are unable to do this please email Arthur with your diary details so that we can keep a history of everything that we do within AP	Kath/ Arthur/ Shay/John/ Tony	At the end of each Month
7.	GRIPP	John has completed the changes to the AP Operations Handbook	John	20/04/2021
8.	Town Council Report	Arthur has arranged that that he will contact the Town Council Clerk a week before each AP management meeting to identify any items that the TC would wish to inform the AP about	Arthur	Ongoing each month
9.	East Cheshire Report	The East Cheshire rep has now resigned from the AP management team. Arthur has informed the Alsager Town Council and also East Cheshire District Council via Daniel Coyne and have asked them both if they wish to fill these posts	Arthur	20/04/2021
10.	Health and wellbeing Dementia Friendly Community Update	<ol style="list-style-type: none"> Health Watch. Keep this for anything that crops up that's not already on our radar. Memory Café. Follow up on Wilbrahams after DAW. Canvass date in Junes with the group. From 17th May Sandbach are starting a face to face in an open marquee (Rugby Club) with 6. Can hold 30. Check out Cricket Club with Kimiyo. Tracy Farmer training to be an Approved Mental Health Practitioner to attend MC on a free Friday – agreed she come to the MC. Dementia Friends – virtual. Have done the workshop – 6th April. Doing a test run with a friend and then a live stream for the Haslington Group – PCSO Lizzie Jolley. Explained set up and preference for private sessions against public. Dementia Action Week: Tuesday 18th Railway Celebration. Wednesday stall in the market. David Wilson date tbc. Virtual DF sessions – one – afternoon & one evening. Bunting / montages. John has designed a poster to going out today on mail chimp. Alzheimer's materials sent for. Posters and flyers. Might get some on the trains. Meeting this afternoon with EMR. Memory Café on Friday 21st . Look back via photos. 	Kath	

		<p>5. Continuing to follow lockdown progress. Latest from ZOE – Covid monitor - is that third wave is looking less likely.</p> <p>6. Health and Wellbeing day. Pencilled in morning Saturday 23rd October.</p> <p>7. Summer Concert – reconsider after DAW.</p> <p>8. Cheshire East Dementia Strategy – this continues to grow. Bi-monthly meetings are now monthly. Since we can't discuss the work in detail, I'll outline how it works. Jo Cliffe CE & Lesley Hilton CCG (Clinical Commissioning Group) lead on research and bringing people in /collating information and working to the Well Pillar System. Preventing, Diagnosing, Supporting, Living, Dying (End of Life). We are expected to respond after each meeting with further comments /local action follow up /actions given to us. It's accepted that everything can't get into the strategy, but will get picked up in the Action Plan. There is no new money.</p> <p>9. Cedars GP Practice – Kev is my main contact here. I have asked him to comment on the Knutsford initiative and Cedars approach. He emailed to say he'll be at the DFWG And they are advertising for Julie's replacement, but she is helping out for now. Quote: Dementia Support Worker from the D Pact Pilot study has started, exciting times.</p> <p>10. Twyford House - still coming to the Memory Café zooms.</p> <p>11. David Wilson - money in and thanks sent by John and I. – seeking date for photo opp. During DAW.</p> <p>12. Cadet Hut (Print Helen's letter) my reminder – link for suggestions on design. Suggestion – might have been from Emily, that though there was no intention for a community hub build – there might be a willingness to advise /help if we got the Cadet Hut.</p> <p>13. Railway Station – see above 4.</p> <p>14. Friends of Milton Park – Hilary Liaising with Wendy (Rotary) Next meeting 6th May</p> <p>15. Connected Communities 28th April</p> <p>16. Skate Park – met 12th April. 2 new members. Paula Bateman, Lee Keatman (Tom- came fourth in national competition. Agreed I write to Ruth Morgan and George Broughton with our request for site visit (with expert) and points raised. Reply from George. Ruth back from leave today. Other sites may be visited.</p> <p>17. Webinars Alzheimer's Society /Dementia Friends(Champions)/DFC Leads. Now all to be under Alzheimer's Society. Recently a couple a month.</p> <p>Conference: Money, Equality & Diversity, Sport &Physical Exercise, Demcom. Big push to get dementia accepted as a disability (not sure I agree with that, but it's not accepted as part of mental health either. Should be seen for what it is – a neurological disease.) It's all about getting more attention and funding for dementia and giving people affected equal rights to services and benefits. Similarly the BAME community features across all sessions. I've been looking into figures – Tartan Rug, last census and breakdowns for Cheshire East projected population rises because our figures are so low.</p>		
11.	Youth Forum	<p>A discussion of a possible Summer Euro Football Match</p> <p>A possibility of an Alsager Youth got Talent</p> <p>Ongoing work on the survey for the Milton Skate Park upgrade</p>	Kath & Shay	Ongoing
12.	<p>Business Directory</p> <p>Town Realm</p> <p>Mail Chimp</p>	<p><u>Business Directory</u> Additional businesses have been added. Themes being created each month and broadcast on social media and the town centre noticeboard. Options for grouping businesses for a specific campaign are being reviewed for update at the next meeting</p> <p><u>Town Realm</u> Over 1000 residents completed the survey. I provided support to the Public Realm stall at the Wednesday market which generated a lot of interest and I also attended the Zoom presentation given by Sarah Anderson which was also well attended. Town Centre Manager will be analysing the surveys and produce a report.</p> <p><u>Mailchimp</u> A mailchimp campaign asking businesses for involvement in Dementia Action Week has been completed and email addresses forwarded to Kath for action.</p>	<p>John</p> <p>John</p> <p>John/Kath</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>
13.	Social Media	<p>May Dates for social Media adding to Instagram and Facebook</p> <p><u>May dates:</u></p>		

May 1st: May Day – Flowers & trees blossom and people celebrate the coming of summer including Morris Dancing, Crowning a May Queen and dancing around a maypole.

May Day Bank Holiday
3rd May 2021 - A Bank Holiday in the UK and Ireland. In 2020 this has been moved to a Friday to celebrate VE Day

National Sun Awareness Week
3rd May to 9th May 2021
 Raising awareness of the dangers of excessive sun exposure and how to avoid sunburn and skin cancers.

World Laughter Day
3rd May 2021
 The celebration of World Laughter Day is a positive manifestation for World Peace and it builds up a global consciousness of brotherhood and friendship through laughter.

Star Wars Day
4th May 2021 - May The Fourth Be With You! Light Sabres at the ready”

National Bike to School Day
5th May 2021
 Strap on your helmets, raise your kickstands, and join the thousands of students, families, community partners, and elected officials all around the country who will be participating in this year’s Bike to School Day.

National Doughnut Week
8th May to 16th May 2021 - Fundraising event in aid of The Children’s Trust organised by the baking industry.

International Nurses Day
12th May 2021
 Held on the birthday of Florence Nightingale to mark the contributions that nurses make to society.

National Children’s Day UK
16th May 2021
 National Children’s Day UK is all about the importance of a healthy childhood and protecting the rights and freedoms of children so that they can grow into happy, healthy adults.

Dementia Action Week
16th to 21st May 2021

Walk To School Week
17th May to 21st May 2021
 Annual event to encourage children and their parents to walk to school, organised by Living Streets.

World Bee Day
20th May 2021
 The purpose of World Bee Day is to raise awareness of the importance of pollinators, the threats they face and their contribution to sustainable development.

May Half Term
31st May to 4th Jun 2021
 Check with your school for individual date variations.

Spring Bank Holiday Monday
31st May 2021
 A Bank Holiday in the UK and Ireland.

Facebook stats
2021 March 12th – 3924 gaining 56 since Oct – a following of 4222, gaining 118 followers
 April 20th – 3937 gaining 13 since last month – a following of 4237, gaining 15 followers

Instagram stats
 Marc 12th – 818, gaining 69
 April 20th – 830, gaining 12

Twitter stats
 12th March was 1223
 April 20th - 1226

An example for September 2020 - Facebook

Published	Post	Type	Targeting	Reach	Engagement	Promote
14/09/2020	Great news that plans for events that this is happening up and down the	Text	Local	276	7	Boost Post
13/09/2020	PART DIED	Image	Local	1,26	18	Boost Post
13/09/2020	PART DIED	Image	Local	654	4	Boost Post
13/09/2020	Post UNCP	Text	Local	1,86	13	Boost Post
13/09/2020	SOLENTDOWN TO OUR FINE ITALIAN FESTIVAL	Image	Local	600	10	Boost Post
12/09/2020	So here is the news! for tomorrow's Alsager Italian Fiesta 2020!!!!	Text	Local	993	12	Boost Post
11/09/2020	SO excited to be able to release this trailer of all things to come this	Image	Local	4,36	218	Boost Post
11/09/2020	Businesses Get in the mood for Sunday's Virtual Italian Festival with	Image	Local	575	3	Boost Post
11/09/2020	Lots of great activities for young people at Christ Church as always!	Image	Local	420	1	Boost Post
11/09/2020	BY on a day looking off the boat!	Image	Local	696	23	Boost Post

Instagram - Age range of our Instagram followers:

13-17	1.5%	45-54	20%
18-24	8.0%	55-64	9.6%
25-34	27%	65+	2.2%
35-44	32%		

Lou

Ongoing

		<p>Audience regions:</p> <table> <tr> <td>Alsager</td> <td>37%</td> </tr> <tr> <td>Stoke-on-Trent</td> <td>22%</td> </tr> <tr> <td>Crewe</td> <td>8.6%</td> </tr> <tr> <td>Sandbach</td> <td>4.0%</td> </tr> <tr> <td>Manchester</td> <td>2.7%</td> </tr> </table> <p>Gender:</p> <table> <tr> <td>73% are women</td> </tr> <tr> <td>27% are Men</td> </tr> </table>	Alsager	37%	Stoke-on-Trent	22%	Crewe	8.6%	Sandbach	4.0%	Manchester	2.7%	73% are women	27% are Men		
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14.	5 Towns Partnership	Next meeting is on 24 th May via Zoom														
15.	Health and wellbeing Cycling Project	We are looking towards adding some cycling routes to our AP web site to run alongside our walking routes. Geoff Reader and Tony are doing all the cycling routes and John is doing a great job in adding the information into a workable format. Andy Hannah from Audlem Adapt who have a large amount of cycle routes on their web site has been assisting us and he is happy for us to mirror their methods of route production.	Tony, John, Arthur, Geoff Reader	Ongoing target date Oct 2021												
16.	Health and Wellbeing Event	Kath has booked the Civic centre for the 23 rd October 2021 AM subject to Covid changes for the Health and Wellbeing event. We may use that venue to launch the AP cycle maps	All	Ongoing												
17.	Work Streams	<p>We have 4 work streams in our new way of working:</p> <ul style="list-style-type: none"> Social Media Health and wellbeing. Youth Business <p>In all four cases we have active projects/items going on but there was a possibility of a focus on the Health and wellbeing area in that it might be possible to look at some sort of social media project to promote mental health, Dementia etc etc We will be focusing on this throughout the spring and summer.</p>	All	Ongoing												
18.	Finance	John gave us an update of where we are with our finances:	John													
19.	AOB	We all need to send snippets of what we are all involved in plus Photos if possible, to Lou so she can promote us more on Social Media	All	Ongoing												
20.	Next Meeting	Next meeting will be at 09:30 on Wednesday 26th May 2021	All													